

Please ADD new claims 46 - 49 as follows:

46. The apparatus of claim 37, in which the identifier comprises a bar code.
47. The method of claim 46, in which the processor is further operative to:
 encode the coupon value in the bar code.
48. The computer-readable medium of claim 42, in which the identifier comprises a bar code.
49. The computer-readable medium of claim 48, in which said processing instructions are for directing a computer to further perform the step of:
 encoding the coupon value in the bar code.